

**A TRANSLATION SHIFT OF NOUN PHRASE IN THE I LOVE
YOO WEBTOON COMIC**



**Submitted as a Partial Fulfillment of the Requirements
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in English Department**

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APPROVAL

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PUBLICATION ARTICLE

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DECLARATION

Herewith, I declare that in this publication article, there is no such thing as plagiarism of the previous literary work which has been raised to obtain bachelor degree, nor there are opinions or masterpiece which have been written or published by others, expect those which are referred in this manuscript and mentioned in the literary review bibliography.

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Surakarta, April 24rd 2019

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A TRANSLATION SHIFT OF NOUN PHRASE IN THE I LOVE YOO WEBTOON COMIC

Abstrak

Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis pergeseran pada penerjemahan frasa kata benda pada Komik Webtoon *I Love Yoo* dan untuk mendeskripsikan kualitas terjemahan pada frasa kata benda yang ditemukan di Komik Webtoon *I Love Yoo* yang ditinjau dari tingkat keakuratan, keberterimaan, dan keterbacaanya. Penelitian ini merupakan penelitian kualitatif descriptive dengan menggunakan data Komik Webtoon *I Love Yoo* sebagai sumber data utama yang terdiri dari episode 1-10. Teknik pengumpulan data pada penelitian ini berupa konten analisis dan kuesioner yang diberikan kepada rater. Analisis data terdiri dari data reduction, data display dan penarikan kesimpulan. Triangulasi pada penelitian ini adalah triangulasi dengan menggunakan validator, yaitu rater. Berdasarkan analisis yang telah dilakukan, ditemukan dua jenis pergeseran terjemahan, yaitu level shift dan structural shift. Dari 10 episode komik, 1952 dialog yang digunakan pada penelitian ini, terdapat 781 dialog yang mengandung frasa kata benda. Dari 781 dialog yang mengandung frasa kata benda tersebut, pergeseran terjemahan berupa structural shift adalah yang terbanyak, yaitu 662 data (84,763%), dan sisanya adalah berupa level shift, yaitu 119 data (15,23%). Untuk kualitas terjemahan pada frasa kata benda, terdapat 763 data (78,89%) tergolong pada terjemahan yang akurat, 13 data (15,56%) kurang akurat, 5 (5,56%) tidak akurat. Pada tingkat keberterimaan, terdapat 774 data (92,23%) tergolong pada terjemahan dengan tingkat keberterimaan tinggi, 2 data (2,23%) kurang berterima, dan 5 (5,56%) tidak berterima. Pada tingkat keterbacaan, terjemahan frasa kata benda termasuk dalam katogeri keterbacaan yang tinggi, hampir semua data dapat dipahami atau readable yaitu 776 data (92,47%), dan 5 data (5,38%) termasuk kurang terbaca. Tidak terdapat data dengan tingkat keterbacaan yang kurang.

Kata kunci: Pergeseran terjemahan, Frasa kata benda, Kualitas terjemahan, Komik I love Yoo

Abstract

This research has purpose to identify the type of translation shift of noun phrase occur in the Webtoon Comic *I Love Yoo* and to describe the quality of translation of the noun phrase in Comic Webtoon *I Love Yoo* in terms of its accuracy, acceptability, and readability. This research belongs to the qualitative descriptive research type by using the Webtoon Comic *I Love Yoo* as the primary source of data which consists of episodes 1-10. The technique of data collection used in this research are content analysis and questionnaire distributed to raters. The data analysis consists of data reduction, data display, and drawing conclusion. Triangulation technique used in this research is triangulation by using validator, they are raters. Based on the analysis conducted, there are two type of translation shift found, they are level shift and structural shift. From the total of 10 episodes

of comic, 1952 dialogues used in this research, there are 781 dialogues containing noun phrase. From the total 781 dialogues containing noun phrase, structural shift is mostly found in the translation, 662 data (84,763%), and the rest are level shift with the total data of 199 data (15,23%). For the quality of translation of noun phrase, there are 763 data (78,89%) categorized as accurate translation, 13 data (15,56%) less accurate, 5 (5,56%) inaccurate. For the acceptability level, there are 774 data (92,23%) categorized as high level acceptable translation, 2 data (2,23%) as less acceptable, and 5 (5,56%) as unacceptable. For the readability level, the translation of noun phrase are in the category of high readability, most of the data are readable, they are 776 data (92,47%), and 5 data (5,38%) included in the not readable category. There are no data considered in the less readable translation.

Keywords: Translation shift, Noun phrase, Quality of translation, Webtoon Comic I Love Yoo

1. INTRODUCTION

Translation is a process of transfer that aims to convert written text of source languages into matching target language texts, which require a syntactic, systematic and pragmatic understanding and processing of source language analysis. Bell (1993: 5), translating the notion of translation according to Dubois, states that translation is an expression of the source language of what is expressed from the target language, by maintaining its semantic and stylistic equivalent.

One of the literary works which also largely translated is comic. It is one of the tools of mass communication that provides education, both for children and adults (Lubis in Rahayuningsih 2005: 19). In addition, comics are light and interesting reading material. As one of the communication tools, comics can also train the imagination of every reader that is manifested in the form of images and text (written language), because images can function to help readers imagine the information that is read.

Comic is one of the literary works created by the creative imagination of the author. Comics are an art form that uses immovable images arranged in such a way as to form interwoven stories and are equipped with text. Comics usually present fantasies that are associated with daily reality such as school, learning situations, about the city and other things.

Will Eisner (1996) defines comics as sequential drawing and balloon words in a comic book. In the book *Understanding Comics* (1993) Scott McCloud

defines comics as images that are taught with other images in a deliberate sequence, intended to convey information and to produce the aesthetic response of the reader.

In its development, comics have many fans, especially in Indonesia. This resulted in demands for the translation of quality comics. The number of foreign language comics is also a problem for comic fans. Especially for those who do have limitations on the mastery and understanding of a particular language (source language), namely English. The limited mastery and understanding of a particular language or foreign language comic is the specter of its fans. Therefore, for the Indonesian market, comics from other countries were translated into Indonesian.

The function of translation is to make readers enjoy reading in the target language and in order to feel that they are reading an original text (Koller 1995:215). The difficulties of translation process are how to find the accuracy of equivalent from the source language (SL) into the target language (TL). The translator has to do comparison between two languages to find the equivalence of the meanings or the messages. Nababan (2004:32) states the concept of translation as the following:

Equivalence and quality are closely related concepts in translation. When translators are engaged in the translation process, they are trying to establish an equivalence relation between the source language text and the target language text. Such a relation characterizes a quality translation.

It is not easy to translate whether scientific or literary books. It deals with the process of rendering the message and finding the accuracy and equivalent message of Source Language (SL) into Target Language (TL). By enriching vocabulary, a translator hopes he can produce a good translation. Because translation is not an easy work, there are many requirements that must be fulfilled by a translator in order to make the translation good and understandable. According to Nida (1964:145) a translator has to have: (1) complete knowledge of the source language (SL), (2) complete knowledge of the target language (TL), (3)

an intimate acquaintance with the subject matter, and (4) complete knowledge of translation.

This research aims at discussing issues related to translating for comics since it becomes one of the challenging jobs for many translators. Translating for comics is not like translating books, because comics consist of images and text written in bubbles, or boxes or directly in the picture. According to one of professionals translator, Dina Begum in her website <https://dinabegum.com/2011/08/29/menerjemahkan-komikcerita-bergambar/>, translating comics is similar to translating film subtitles: space for the text is equally limited. Therefore, another challenge of translating comics is a way to translate with limited space but the whole message can be conveyed perfectly.

The comic selected for this research is the comic taken from the digital comic of Webtoons, a type of digital comic that originated in South Korea. Line Webtoon offers a variety of genres, and a style that can attract everyone. One of Line Webtoon's capabilities provides a choice of languages that can be adapted to the desired language, making it a globalized online comic site.

Line Webtoon is able to be read through monitors up to mobile, which provides Line Webtoon applications for Android and iOS users. Line Webtoon provides an opportunity for comic creators on its website to benefit from being paid comics released by the webtoon. Supported by viewers, how many likes and comments can also be seen in terms of professionalism in the work namely originality, image style and productivity. From there the webtoon comic artists also benefited from new business opportunities where comic artists benefited from the released merchandise, film making, and much more, where many webtoon comics got drama series produced from their comics until their PC games were released based on their webtoon comics (Matt Kim, 2016).

From the many webtoon comics, the *I Love Yoo* webtoon by Quimchee becomes the object of this research. Currently, it is one of the most popular series on [Line Webtoon](#), *I Love Yoo* has garnered a large following since its debut, with fans praising its likable main cast and balance of romance, humor, and drama.

This comic can be enjoyed through various languages, such as English and Indonesia as provided by the application

The use of language in this comic is simple and easy to be understood, meanwhile, many translation shifts occurred in the Indonesian translation of *I Love Yoo*, particularly in the noun phrase. Below are the examples of translation shift occurred in the noun phrase translation of the comic *I Love Yoo*.

Example 1

SL = Some say, I have a boring life.

TL = *Ada yang bilang, hidupku ini membosankan.*

From the above data, the researcher found that this is a structural shift. The phrase I have a boring life (S P O C) changing from I as a subject, and *hidupku* as an object. Have as a predicate then *ini* as a predicate. A boring as an object. Life as a complement. The TL is *Hidupku ini membosankan* (O P C).

Example 2

SL = You wanna grab some burgers?

TL = *Mau makan burger bareng?*

From the above data, the researcher found that this is an intra-system shift. From this sentence the phrase some burgers is translated into burger. Some burgers is classified as a noun phrase, with some as modifier and burgers as the head. Burgers are classified as noun. This is a plural noun translated into singular noun.

As we know that in translation not only analyzes the material then is rearranged, but there is a process of shifting which the results of the analysis of the material translated are accommodated to make various adjustments. Translation shift helps the translators to get the natural translation. According to Catford (1965: 73), "there are two kinds of translation shift, namely *level shift* and *category shift*. A level shift focuses on the changing of level from grammar to lexis or vice versa, while category shift focused on all kinds of grammatical changes."

One particular linguistic feature, which is noun phrase is one of the important matters to consider in translating the comic book, since noun phrase is a quintessential part of every sentence (even if it doesn't appear in the surface

structure of a sentence as in "stop!"), it is potentially infinite in length, and it can include any number of other phrases (e.g. noun, adjective, adverb) within its structure.

A noun phrase is either a single noun or pronoun or a group of words containing a noun or a pronoun that function together as a noun or pronoun, as the subject or object of a verb. A noun phrase or nominal phrase (abbreviated NP) is a phrase which has a noun (or indefinite pronoun) as its head word, or which performs the same grammatical function as such a phrase. Noun phrases are very common cross linguistically, and they may be the most frequently occurring phrase type.

Based on the above background, this research is therefore conducted to find out the types of translation shifts of noun phrase occur in the *I Love Yoo* Webtoon Comic. Besides, it is also conducted to assess the quality of translation in terms of accuracy and acceptability related to the noun phrase translation. In this case, the researcher is interested to analyze noun phrase contained in the *I Love Yoo* Webtoon Comic.

2. METHOD

This research applied a descriptive qualitative method. By using descriptive qualitative method, the researcher only collects, classifies, analyzes the data and then draws a conclusion. According to Sutopo, in qualitative research, the data collected are in the forms of words, sentences or pictures, which have meaning rather than numbers or frequencies (2002: 35).

The data of this research was taken from webtoon comic by Quimchee which consists of 5 episodes. There were two types of data in this research, they were the noun phrase appear in the dialogue box of the comic and the quality of the translation of the noun phrase taken from the result of questionnaire completed by the raters. Meanwhile, the source data of this research are the noun phrase and also the Indonesian translation found in the *I Love Yoo* webtoon comic by Quimchee. To obtain adequate data of noun phrase, the researcher uses the episodes 1-10 of the comic. Another data source was the result of the

questionnaire completed by the raters related to the quality of the noun phrase translation.

This research applied two kinds of technique of data collection; content analysis and interview by using questionnaire as the instrument to get the data from the informants. The data analysis consists of three main points, they are data reduction, data display, and drawing conclusion. Then for the validity and reliability of the data, the researcher used triangulation by using investigator is that the researcher the credibility of the data by her own research or other researcher (previous study) and triangulation by using theories to get a valid evidence of the research result.

3. FINDING AND DISCUSSION

This research copes with the translation shift applied by the translator in translating noun phrase contained in the webtoon comic. Besides, the researcher also analyses the accuracy, acceptability, and readability values of the translation. This is particularly designed in order to get the best result of the research with effective time and energy. It is also to make specific focus of the research Nababan (2010: 2).

Type of Translation Shift of Noun Phrase in the *I Love Yoo* Webtoon Comic Based on Catford's categorization of shifts, there are five categories of shift namely level shift, structure shift, class shift, unit shift, and intra-system shift. However, since the data used in this research were noun phrase found in the comic webtoon, the type of shift was limited on the level shift and structure shift. Both type of shift was found in the translation of the noun phrase of the *I Love Yoo* webtoon. From the 10 episodes of the comic used in this research, found 1952 dialogues and from those dialogues, there are 781 dialogues containing noun phrase.

The most frequently-occurred shift in the translation was structure shift with the total number of 662 data in the highest percentage of 84.76%. Then it is followed by level shift with the total number of 119 data with the percentage of 15.23 %. The number of data contain level shift in this translation is 119 of 781

data. Below are the details of each translation shift of noun phrase found based on the analysis:

Example 1 From phrase to word

Datum

ILY/ eps/ II/ 95 and ILY/ eps/ II/ 126

SL : **This mask** right here.

TL : Topeng yang ini

From the above example, the bold text, **the dude (95)** and **the mask (126)** in SL is translated into *topeng (95)* and *cowok (126)* in TL. The level shift applied in this NP since the level in the SL was changed in TL. *Dude* and *mask* is the head and modified by the determiner *the*. Although a shift from phrase to word occur in the translation of this data, it does not reduce the meaning of the SL in the TL. The translation is accurate and acceptable in the TL.

Example 1 Level shift From phrase to Clause

Datum ILY/ eps/ III / 230

SL : He goes to **a really prestigious school**...and guess what...

TL : Dia murid **sekolah yang lumayan bergengsi**...dan tau nggak...?

The example above is classified as level shift, specifically from phrase to clause. It can be seen from the phrase *a really prestigious school* in SL that was translated into *sekolah yang lumayan bergengsi* in TL. The NP structure of SL is *prestigious* as the modifier which is followed by *school* as the head. Although a shift from phrase into clause occur in the translation of SL into TL, the meaning of the SL is well transferred into TL and acceptable and readable in the TL. The translation of *sekolah yang lumayan bergengsi* has represent the meaning for *a really prestigious school*.

Example 2 Structure shift

Datum ILY / eps/ I/ 57

SL : Is it even possible for **a high school student** to work **a full-time job**?

TL : Lalu, apa **anak SMA** boleh **bekerja full time**?

The example above is classified as structure shift. It can be seen from *the* bold text *a high school student* and *a full time job* in SL that was translated into *anak SMA* and *bekerja full time* in TL. In NP structure of SL, the determiner *a* and

the word full time is the modifier followed by the word *high school students* and *job* as the head while in NP structure of TL, the word *anak* and *bekerja* is the head followed by the word *SMA* and *full time* as the modifier. The shift in this translation does not influence the meaning from SL into TL. The meaning of the SL is well conveyed into TL since *anak SMA* and *bekerja full time* is considered acceptable in the TL.

Example 3 Structure Shift Datum ILY/ eps/ VI/ 626

SL : Hey! Have you seen **Mr. huge jackedman's godly muscles?**
 TL : Eh?! Kamu belum pernah liat **otot dewa-nya Mr. Huge Jackedman,**
 ya?!

The example above is classified as structure shift. It can be seen from the bold text *Mr. huge jackedman's godly muscle* in SL that was translated into *otot-otot dewanya Mr. Huge Jackedman* in TL. In NP structure of SL, the word *Mr. huge jackedman's* is the modifier followed by the word *godly muscle* as the head while in NP structure of TL, the word *otot-otot dewanya* is the head followed by the word *Mr. huge jackedman* as the modifier. The shift which occur in the translation of noun phrase in this data does not change the meaning of SL in the TL. The message is well transferred into the TL since it is acceptable and readable in the TL.

Data Analysis of Translation Quality of the *I Love Yoo* webtoon, For the next analysis, the researcher involved three raters who have certain qualifications to access the accuracy and the acceptability of the translation. They were asked to complete questionnaires in order to rate the accuracy and acceptability in content of the translation. The raters determine the accuracy, acceptability, and readability of the translation by giving mark to the translation, and then they may give their comments or suggestions related to the accuracy, acceptability, and readability of message transfer of the translation.

The analysis on the accuracy of the translations shows that the webtoon comic of *I Love Yoo* belongs to high degree of accuracy of the noun phrase

translation. Haryanti (2019) stated that high accuracy of translation could be achieved if the translated text correlate with its linguistic units, its context, and the author's style. There are 763 data (78.89%) accurately translated (classification A), 13 data (15.56%) less accurately translated into the target language (classification B) and 5 data (5.56%) not accurately translated (classification C).

Example 1/ Classification A/ Accurate translation

Datum

ILY/ eps/ VII/ 724

SL	TL
I'll be homebound once I drop this guy off	Setelah menurunkan cowok ini , aku bisa lanjut pulang

From the above example, it can be seen that the noun phrase of *this guy* in the SL is translated into *cowok ini* in the TL. Since there is a similar structure from SL into TL, the translation of this example is consider as an accurate translation. Both SL and TL is in the form of noun phrase format.

Example 2/ Classification B/ Less accurate translation

Datum

ILY/eps/IX/1179

SL	TL
Why do you still have that thing ? It's creepy! Just throw it away!	Kenapa topeng itu masih dibawa-bawa sih? Nyeremin! Buang aja!

The above example shows a less accurate translation. It is considered as a less accurate translation since the SL is translated in the different format into TL and it makes the meaning of SL becomes less accurate in the TL. The noun phrase of SL *that thing* is translated into *topeng itu* in the TL.

Example 3/ Classification C/ Not accurate translation

Datum

ILY/eps/IX/1081

SL	TL
I figured if I agreed to the prank , He would leave me alone...	Tadi kupikir kalau aku iya kan, dia nggak akan menggangguku lagi...

The above example is considered as inaccurate translation, since the SL is not translated into the TL. The noun phrase *the prank* in the SL is not translated or

deleted in the TL. Due to the deletion in this translation, there is a loss of information in the SL into the TL.

The analysis on the translation acceptability reveals that the degree of acceptability of the noun phrase translation in the comic webtoon I Love Yoo is high. Newmark (1988) cited in Haryanti (2019) stated that high acceptable translation usually expressed naturally and used precise terms, diction, punctuation, and no difficulty in understanding it. There are 774 data (92.23%) considered to be acceptable translation, and 2 data (2.23%) classified as less acceptable translation. There 5 (5.56%) data which is considered into unacceptable translation since the data are not translated by the translator. They are deleted or not conveyed into the target language.

For this datum, the examples are as follow:

Example 1/ Classification A/ Acceptable translation

Datum

ILY/ eps/ II/ 80

Datum	SL	TL
80	I'll have orange soda please	Aku pesan orange soda

The above examples are considered as high acceptable translation. They are categorized as acceptable translation since the information or the meaning conveyed from the SL into the TL is natural and acceptable in the TL. The SL translation is commonly used in the TL, for example the noun phrase *orange soda* is acceptable to be translated as *orange soda* (datum 80) in the TL as the noun phrase *orange soda* is commonly spoken in the TL.

Example 2/ Classification B/ Less acceptable translation

Datum

ILY/ eps/ X/ 1126

Datum	SL	TL
1126	The doctor said he's going to be fine and it'll be off the books...	Dokter bilang dia akan baik-baik saja, dan keberadaannya di sini takkan di catat

The above example is considered as a less acceptable translation since the meaning of SL sounds not natural in the TL. The noun phrase *off the books* is translated into *takkan di catat* in the TL which is not commonly used in the TL or not commonly spoken in the TL to represent the SL *off the books*. In the TL, the noun phrase *off the books* is usually spoken as *tidak tertulis di buku* or *tidak tercantum di buku*.

Example/ Classification C/ Not acceptable translation

Datum

ILY/ eps/ IV/ 291

Datum	SL	TL
291	Oops. My bad	Ups, maaf

The above example is considered as unacceptable translation. It is categorized as an unacceptable translation since there is no information conveyed from the SL into the TL or the information from the SL is deleted or not translated into the TL. This action of deletion has make some information loss from the SL into the TL. Therefore, the translation becomes unacceptable.

The analysis of readability showed that the degree of readability of the noun phrase translation in the comic webtoon *I Love Yoo* is categorized as high readable. Nababan et al. (2012) cited in Haryanti (2019) states that high readability refers to how easy all elements from the translation being understood and grasped by the readers. Most of data are categorized as readable, 776 data (92,47%) and not readable translation, 5 data (5,38%). Here, there is no data found for less readable translation. The examples can be seen as follows:

Example 1/ Classification A/ Readable translation

Datum

ILY/ eps/ II/ 116

Datum	SL	TL
116	There's lots of other things you can do	Kamu bisa lakukan banyak hal lain

The examples above can be categorized as readable data since the translation of SL into TL can be understood by the readers easily and commonly

used in the daily life of people in the target language. Therefore, the transfer of information in the above data can be understood by the readers.

Example 2/ Classification C/ Not Readable translation
Datum
ILY/ eps/ I/ 62

Datum	SL	TL
62	Not that I have anything against marriage...or dating...or love for that matter	Bukannya aku ini anti pernikahan...atau anti pacaran...atau anti cinta

The above examples are considered as not readable data since the SL are not translated into TL or deleted. Therefore, there is no message or information that transferred into the TL. This make the translation becomes not readable and the readers cannot understand the whole information given in the SL.

4. CONCLUSION

Based on the analysis, the researcher concludes that based on Catford's categorization of shifts, there are five categories of shift namely level shift, structure shift, class shift, unit shift, and intra-system shift. All types of shifts are found in the translation of the *I Love Yoo* webtoon. From the 10 episodes of the comic used in this research, found 1952 dialogues and from those dialogues, there are 781 dialogues containing noun phrase.

The most frequently-occurred shift in the translation is structure shift which occur in 662 data out of 781 noun phrase found in the dialogue of the comic with total percentage 84,76%. Followed by level shift with the total data of 119 data with the total percentage of 15,23%.

The analysis on the accuracy of the translations shows the high degree of accuracy of the noun phrase translation in the webtoon comic of *I Love Yoo*. There are 763 data (78.89%) accurately translated (classification A), 13 data (15.56%) less accurately translated into the target language (classification B) and 5 data (5.56%) not accurately translated (classification C).

The analysis on the translation acceptability reveals that the degree of acceptability of the noun phrase translation in the comic webtoon *I Love Yoo* is

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